

PATENT – AMENDMENT AFTER FINAL
Examining Group: 2625

In re application of: Eric L. Barsness et al. : Confirmation No. 6557
Group Art Unit: 2625 : IBM Corporation
Examiner: Mark R. Milia : Intellectual Property Law
Serial No.: 10/624,852 : Dept. 917, Bldg. 006-1
Filed: July 22, 2003 : 3605 Highway 52 North
Title: APPARATUS AND METHOD TO
ADVERTISE TO THE CONSUMER
BASED OFF A DIGITAL IMAGE : Rochester, MN 55901

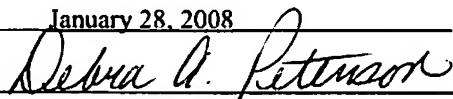
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Dear Sir:

**CERTIFICATE OF ELECTRONIC
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I hereby certify that this correspondence and any
enclosures are being electronically transmitted
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January 28, 2008



Debra A. Peterson

RESPONSE UNDER 37 CFR 1.116

This response addresses the issues raised in the Final Office Action mailed November 1, 2007, having a period for response set to expire on February 1, 2008. The following amendments and remarks are respectfully submitted.

Claims are reflected in the listing of claims which begin on page 2 of this paper.

Remarks begin on page 6.

Conclusion begins on page 9.